

ENHANCED METHOD OF RADIO AND TV ADVERTISINGBACKGROUND OF THE INVENTIONFIELD OF THE INVENTION

5   **[0001]**    This invention is in the field of radio and television broadcasting and advertising, and more particularly in the use of games and contests within the radio or television broadcasts to encourage radio listeners and television viewers to be more attentive to the broadcasts and more attentive to the commercials.

PRIOR ART

10   **[0002]**    The prior art discloses a great variety of methods for trying to enhance the effectiveness of advertising as used in television, radio and on the Internet. The types of radio broadcasts for which this present invention is particularly relevant are the popular music programs which present programs of continuous music with advertisements interspersed between songs or between sets

15    of songs.

**[0003]**    It is recognized that listeners are usually less interested in the advertisements than in the music and the programs, and that listeners often take steps to avoid hearing the advertisements, such as disregarding the advertisements, leaving the vicinity of the radio, "surfing" which is rapid skipping from one

20    program to another, or simply abandoning any program lacking compelling interest.

**[0004]**    To counteract this disinterest of listeners advertisers have developed contests and games to encourage listening to programs and to advertisements by including in the programs clues or triggering events, which when heard by listeners

25    may lead them to take certain action for which they will receive rewards or become eligible for possible rewards. Typically, the clues or triggering events are words statements or sounds that are broadcast between songs of a set of songs or possibly broadcast while a particular song is playing. Contest rules may widely vary as regards the nature of the clues, the nature of the responsive actions required of the

30    participants, and the nature of the reward, prize or other result obtained by

winning participants. In one example, a contest may reward the caller who correctly identifies the name of a song or performer of a song being played. Other examples include a reward to the first person to call in, or to the first ten callers, or to only the 30<sup>th</sup> caller, or to the first or to all callers within a specified time 5 period who state a correct answer or other required response. In another contest the reward may be merely winning eligibility to participate in a secondary or further phase of the contest.

**[0005]** Regardless of the specific rules, protocols and rewards, all of these prior art contests insert the clues or triggering events between or among or during 10 the songs being played, because of the basic assumption that it is the songs that draw listeners to hear the broadcast in the first place. Sometimes, the identification of the song or of the performer or of some fact related to a song is itself the clue or triggering event.

**[0006]** Examples of prior art patents which have addressed the general issue 15 of enhancing the effectiveness of advertising in radio, television and/or Internet broadcasting are described below.

**[0007]** U.S. Patent Publication No. US 2002/0049967 A1 to Haseltine et al. concerns enhancing advertising in TV and in radio and on the Internet, namely, to provide an incentive for listeners to view the relevant broadcast. This is achieved 20 by embedding electronic tokens into the broadcast of the programs and the commercials. The consumer has a token capture device (TCD), and the electronic tokens are radiated from the broadcast and captured by the TCD, which registers the fact that the programs and/or commercials were in fact received by the listener's receiving apparatus, such as his TV or radio. The TCD recognizes the 25 electronic tokens and may display them or utilize other means for communicating this information to advertisers or broadcasters so that the listeners will receive their incentive rewards. While this invention induces listeners to hear commercials, it requires additional broadcast and receiving capability and still has commercials which can be ignored since they include no special triggering event appeal.

**[0008]** U.S. Patent Publication No. US 2002/0004742 A1 to Willcocks et al. discloses a method to enhance advertising as applied to the Internet and also via radio, TV and newspapers. In the broadcast or the other presentation media, an offer is made to the recipient, listener or observer that such person may obtain a reward if he or she acts promptly. The offer includes the condition that the value of the offer will decrease with time, and thus obviously induces the recipient to respond promptly. Alternatively, the condition could be that the response must be at a specific time.

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**[0009]** U.S. Patent Publication No. US 2001/0034654 A1 to Vigil et al. discloses a method of interactive advertising where the viewer is offered the opportunity to win a prize in exchange for viewing an advertisement. In this invention the viewer must respond quickly, which he is supposed to do on his computer. The time period for reply may be only after a second advertisement or a second portion of an advertisement is seen, thus providing the incentive to view

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the entire advertisement. This invention has more elaborate aspects so that when the viewer responds with his computer via the Internet, he becomes identified in the database, which then may direct further, more personally tailored advertisements and/or rewards to him. While this provides an incentive to a viewer to watch a particular advertisement, it does not address the issue of the

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present invention, namely, of creating an incentive to watch all the advertisements, many of which the viewer may prefer to ignore.

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**[0010]** U.S. Patent Publication No. US 2002/0120504 A1 to Gould et al. discloses a method including trivia contests to improve the effectiveness of advertising in broadcasts, which include TV and could include radio. The broadcast includes questions relating to advertising and other questions relating to the content of the programming. Listeners who respond are given rewards as the incentive for them to listen to the entire broadcast. This system provides benefits to the advertisers and broadcasters in that it creates a large and inexpensive research panel of television viewers who provide useful information about their

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reaction to the broadcast. Obviously, this system provides rewards to the listeners

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if they follow the rules. This invention does not include a triggering event between commercials.

**[0011]** U.S. Patent Publication No. US 2002/0087400 A2 to Khoo et al. discloses a method for providing a reward for viewing motion pictures and audio content from a broadcast. Here, the viewer has a television set or other broadcast receiving device which includes a component for direct interactive communication between the viewer and the broadcast source. The patent is thus directed primarily to computers with Internet connection. The viewer who communicates back to the broadcast source provides his personal identification, either automatically or by answering various questions. He then becomes part of a database which operates with a reward engine to assign and deliver rewards to the viewer who has responded. The respondent is given a reward for having viewed the broadcast; however, there is no disclosure in this patent of a broadcast of non-advertising product, such as music programs with interspersed advertisements and reward-triggering events between the advertisements, as in the present invention.

**[0012]** U.S. Patent Publication No. US 2002/0178060 A1 to Sheehan discloses a system for providing and redeeming electronic paperless coupons as an incentive in advertising as seen in TV, Internet and other broadcasts. For example, electronic coupons may be embedded in a video or audio program received by the consumer, or the coupon can be transmitted by a separate signal. Electronic coupons are rewarded to viewers who listen to or watch broadcasted programs. These coupons are provided in a variety of ways which can include being sent automatically to the viewer or to a retail establishment or to a smart card.

**[0013]** U.S. Patent Publication No. US 2002/0053076 A2 to Landesmann concerns marketing primarily on the Internet, and more particularly to the field of buyer-driven targeting of purchasing entities to thus enhance the effectiveness of advertising. In a first embodiment of this invention, the purchaser of goods over the Internet provides proof of the purchase via required steps and then receives a reward which was his or her incentive to make the purchase. By this system, advertisers may reward buyers for reading and responding to advertisements, and offer exclusive promotions, and offer promotions tailored to specific purchases or

specific customers, etc.; however, this concerns neither radio broadcast of programs of songs with contest clues interspersed among songs.

#### SUMMARY OF THE NEW INVENTION

**[0014]** The prior art patents discussed above focus generally on the program content as they address the general object of motivating listeners and viewers to pay closer attention to the broadcasts and hopefully to be more affected by and responsive to the commercials. The new invention has each clue or triggering event occur, not in the body of the program between songs or after a set of songs, but following or between commercials or within a commercial, or the commercial itself is the triggering event, thus tying the triggering event to the commercials to induce listeners to pay closer attention to the commercials. This invention is applicable as well to television and other broadcast media including the Internet.

**[0015]** The new invention is novel and non-obvious because, in contrast to the current practice of placing a triggering event among songs in a radio broadcast, the new invention positions the triggering event (the broadcast the listeners most want to hear) among the advertisements (the broadcast the listeners least want to hear).

**[0016]** A first object of this invention is thus to enhance the effectiveness of certain commercials included in radio programs which broadcast songs or sets of songs. A further object is to enhance the effectiveness of said commercials by conducting a contest or game in conjunction with and during the radio broadcast, where the contest induces listeners to be more attentive to the commercials than they might otherwise be. A still further object is to broadcast to the listeners clues to which they must respond to win awards or to qualify to participate in a further phase of the contest.

**[0017]** Another object is to position the clues to follow commercials or to be between commercials, so that listeners interested in the contest will be induced or forced to listen to the commercials to be sure they do not miss the clues.

**[0018]** In one preferred embodiment of the new invention a clue is positioned for broadcast between two consecutive commercials; in another embodiment a clue is positioned to immediately follow a set of consecutive

commercials; in a further embodiment a clue is "buried" within a commercial; and in a still further embodiment a clue is broadcast during the commercial. Any or all of these embodiments may be combined in whatever way suits the advertiser or the broadcast manager.

5 [0019] As noted above, this invention was developed primarily for radio broadcasts of programs of music from selected CDs, tapes or records, where songs are usually played in sets of three, or four or more followed by a set of commercials, with optional narrative interspersed among the songs and commercials. The songs vary in length, commonly about three to four minutes,  
10 and the commercials vary in length, commonly thirty to sixty seconds. The contests and rewards, as described in the prior art, are as varied as the creators thereof can make them. This invention is equally applicable to broadcasts on radio or television of programs whose content is primarily news, education, sports or other entertainment.

15 BRIEF DESCRIPTION OF THE DRAWINGS

**[0020]** The above and related objects, features and advantages of the present invention will be fully understood by reference to the following detailed description of the presently preferred, albeit illustrative, embodiments of the present invention when taken in conjunction with the accompanying drawing wherein:

20 **[0021]** FIG. 1 is a block diagram showing schematically a prior art broadcast of a program of songs and included commercials;

**[0022]** FIG. 2 is a block diagram showing schematically a first embodiment of the new invention of a broadcast of a program of songs and included commercials; and

25 **[0023]** FIG. 3 is a block diagram showing schematically a second embodiment of the new invention of a broadcast of a program of songs and included commercials.

## DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

**[0024]** FIG. 1 shows schematically a prior art broadcast of a program of songs. This figure in block diagram form represents a time line beginning at the top where there is the announcer's introduction which would include some

instructions about the contest or game incorporated into this broadcast, with specific reference to the clues or triggering events, that will be included with or interspersed among or related to the songs to be played. The program begins with songs of Set 1 which are played for about ten minutes, depending on the selections.

5 Next is a first set of commercials, designated "Commercial 1," "Commercial 2" and "Commercial 3" which are broadcast for about two minutes, depending on the design of the commercials and the ability of sponsors to afford the advertising time.

**[0025]** Next are songs of Set 2 generally similar in time duration to songs of Set 1, followed immediately by broadcast of a clue or triggering event designated

10 Clue A. Next is a second set of commercials, then songs of Set 3, then a third set of commercials, then a fourth set of songs with Clue B broadcast between two songs of this set. As described earlier, many variations are possible within the general framework of songs being the focus and clues being interspersed with or related to the songs.

15 **[0026]** A first preferred embodiment of the new invention is shown schematically in FIG. 2 as a time line diagram generally similar to that of FIG. 1. The program begins with the introduction including comments by the announcer of the game or contest incorporated into the broadcast, and particular explanation about the clues or triggering events being among or following or in some way 20 associated with the commercials.

**[0027]** Next are songs of Set 1 for about ten minutes. Next is a set of Commercials 1-3 for about two minutes, followed by songs of Set 2. Next is a second set of Commercials 4-5 with Clue A positioned in between Commercials 4 and 5. Next are the songs of Set 3, then a third set of Commercials 6-8, then songs 25 of Set 4, and finally another set of Commercials 9-10 with Clue B broadcast immediately following Commercial 10.

**[0028]** Usually, the listeners will not know in advance exactly how many commercials are in a set of commercials or will not know after which commercial the clue will appear. Thus, those interested in the contest will be motivated to 30 listen to all the commercials to avoid missing the clues.

**[0029]** A second preferred embodiment of the new invention is shown schematically in FIG. 3 as a time line diagram generally similar to that of FIG. 2. The program in FIG. 3 begins with the announcer's introduction and continues similarly to the program of FIG. 2, except that in the second set of commercials

5 Clue A is broadcast either within and thus as part of the commercial or during or after the commercial.

**[0030]** In a further embodiment the triggering event is the broadcast of a specific commercial itself, or for example, is the second or third broadcast of a specific commercial within a specified program or within a specified time period.

10 **[0031]** As indicated above, this invention offers benefits to a plurality of entities, namely (a) the broadcast company to attract more listeners, (b) the advertisers whose commercials will be listened to more attentively, and (c) the listeners who enjoy the game or contest and may win.

**[0032]** In still further embodiments of this invention one may vary the

15 number of songs in the sets, the time periods of the sets of songs, the frequency, number or length of commercials, and the placement of clues among, after or within commercials. Still further variables, of course, are the rules and nature of the games or contests and the rewards.

**[0033]** The invention herein of positioning clues among or following

20 commercials may be applied to radio and television broadcasts of material other than songs, such as entertainment, news, sports and other programs.

**[0034]** Now that the preferred embodiments of the present invention have been shown and described in detail, various modifications and improvements thereon will become readily apparent to those skilled in the art. Accordingly, the

25 spirit and scope of the present invention is to be limited only by the appended claims, and not by the foregoing specification.